

Voices From the Leading Edge

**Satellite Conference
Thursday, July 14, 2005
1:00-2:30 p.m. (Central Time)**

Produced by the Alabama Department of Public Health
Video Communications Division

Faculty

**Georges C. Benjamin, MD
Executive Director
American Public Health Association
Washington, DC**

**Richard A. Raymond, MD
President, ASTHO
Chief Medical Officer
Nebraska Health and Human Services System
Lincoln, NE**

Faculty

**Karen Zeleznak, MS, MPH
Health Officer
Bloomington Public Health Division
Public Health Center
Bloomington, MN**

Objectives

- Learn about the challenges and successes leaders and their organizations have had and the factors that contributed to those successes.
- Gain insight about critical issues that leaders see on the horizon.
- Become aware of strategies leaders are taking to prepare for future challenges.

Public Health's Contribution To Health

- Public Health is responsible for the greatest increases in the human life span.
- Yet it has been "Invisible" to the public.
- Its best work is done when nothing happens.
- Tragically in CY 2000 78% of Americans believed they had not ever used a public health service.

Operating Environment Has Changed

- Invisible, visible
- 9-5 Monday - Friday® 24/7
- Results tomorrow, results now!
- Science & politics, science & politics
- Evolving science, fast science
- Controlled communication®
information overload
- National scope, global involvement

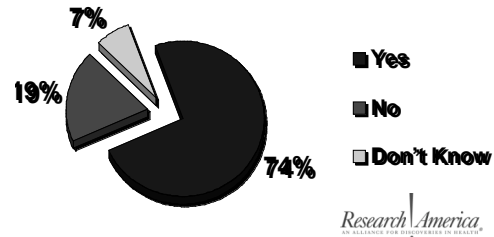
Change Driven By Highly Visible Public Health Events

- Security dominates national agenda
- Public health part of national security agenda
- Growing public interest in health
- Protection & prevention
- Building infrastructure now a priority

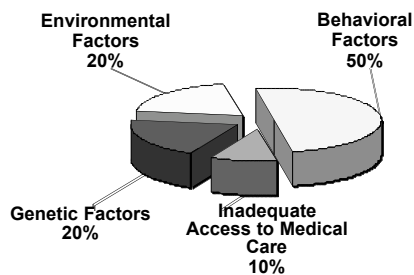


Majority of Americans Benefit from Public Health

Would you say you and your community have benefited from public health services?

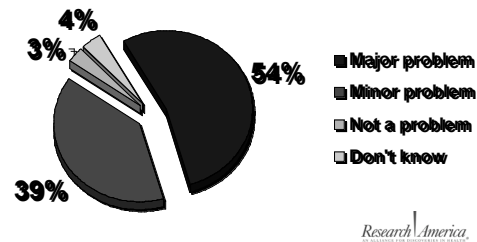


Factors Causing Premature Mortality



Preventable Diseases & Injury Are a Major Health Problem

Are preventable diseases and injuries in this country today a major health problem, a minor health problem or not a health problem?



The Burden Problem

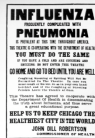
- Disease burden infinite and without focus.
- Leading causes not well understood by many policy makers and public.
- Preventable components complex for most and not always linear.
- No sense of scale.
- Messages often not consistent.

Reducing Disease Burden: Addressing Root Causes



Metrics of Burden

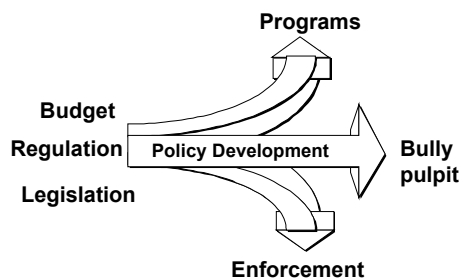
- Number of deaths
- Percent of deaths
- Incidence of disease
- Years of productive life loss
- Other quality and disability adjustments
- Economic costs



Actual Causes of Premature Death The United States 1990 & 2000

| Cause | Estimated & Percent Total Deaths | | | |
|------------------------|----------------------------------|-------|-----------|-------|
| | 1990 | | 2000 | |
| Tobacco | 400,000 | 19% | 435,000 | 18.1% |
| Diet/Activity patterns | 300,000 | 14% | 400,000 | 16.6% |
| Alcohol | 100,000 | 5% | 85,000 | 3.5% |
| Microbial agents | 90,000 | 4% | 75,000 | 3.1% |
| Toxic agents | 60,000 | 3% | 55,000 | 2.3% |
| Firearms | 35,000 | 2% | 29,000 | 1.2% |
| Sexual behavior | 30,000 | 1% | 20,000 | 0.8% |
| Motor vehicles | 25,000 | 1% | 43,000 | 1.8% |
| Illicit use of drugs | 20,000 | <1% | 17,000 | 0.7% |
| | 1,060,000 | (50%) | 1,159,000 | (49%) |

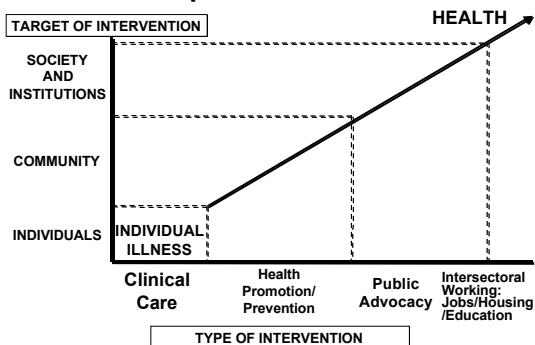
Public Health Policy Development



Good Public Health Policy Must Create A Community Benefit

- Reduce morbidity or mortality
- May reduce costs to government
- May reduce costs to community
- Right a wrong
- Benefit may cost money

Health Improvement Framework



Health Educator's Role In Building Successful Future

- Help public understand disease burden.
- Focus on leading causes.
- Connect the dots on prevention.
- Describe cost benefit of prevention.
- Ensure consistent message.



Bloomington Public Health

Serving the Cities of
Bloomington, Edina,
and Richfield

Everything can be taken away from a man but one thing: the last of human freedoms – to choose one's attitude in any given set of circumstances, to choose one's own way.

- Victor Frankl

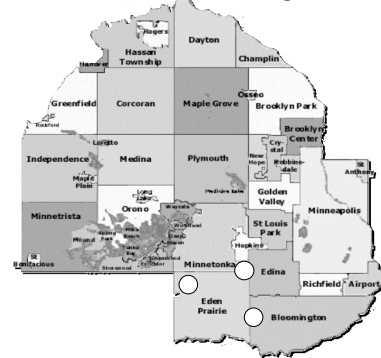
Local Perspective



The community: where
the work of public health
gets done.



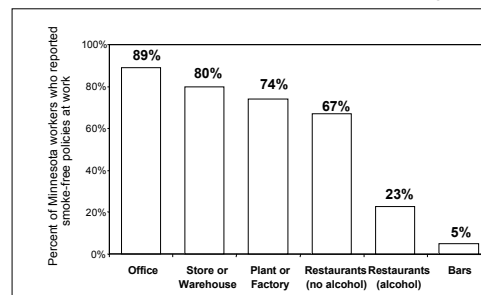
Hennepin County



Levels of Prevention

| | Primary/ Health Promotion | Secondary/ Early Intervention | Tertiary/ Treatment |
|------------|---------------------------------|-------------------------------------|------------------------|
| System | | | |
| Community | | | |
| Individual | | | |

Workplace Clean Air Policies Do Not Protect Workers Equally



Source: 2003 Minnesota Adult Tobacco Survey

Smoking Ban Ordinance



Effective March 31, 2005

Lessons Learned...So Far

- Build relationships early and keep them strong.
- Plan and organize as best you can; then let go.
- Ask for money if you need it!
- Educate on the need for a good implementation plan.
- Don't underestimate the power of community advocacy.
- Take care of yourself - it's a long haul.
- Take the time to celebrate!



Youth theater troupes from
Bloomington, Edina, and Richfield



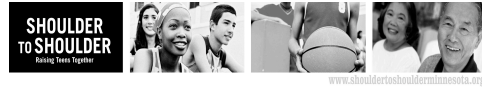
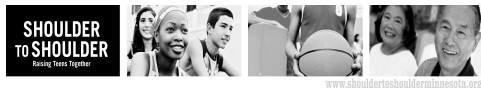
A group of high school students from
Bloomington, Edina, and Richfield



- Who act out short scenes
- On specific, difficult to discuss topics
- Each scene is followed by an audience discussion



- Discussion is lead by an adult facilitator.
- IMPROV performs for a variety of audiences ranging from elementary students to Chamber of Commerce members.



- S2S partners: Bloomington Public Health, Dakota County Public Health, Hennepin County Community Health Department, Minneapolis Department of Health and Family Support, Saint Paul-Ramsey County Department of Public Health, Scott County Public Health, and University of Minnesota Extension Service.



- Campaign to help parents raise teens
- Focuses on positive parenting; connects parents to resources, including other parents
- Includes booklets (English and Spanish) and online resource:
www.shouldertoshoulderminnesota.org



- Comprised of health promotion staff and Bloomington, Edina, and Richfield community partners.
- Created in 1995 as part of a youth tobacco initiative.
- Expanded to include other youth health activities.



Together We Stand

Together We Stand Postcard

Spring break happens. So does drinking.



So does assault, rape, pregnancy, and death.

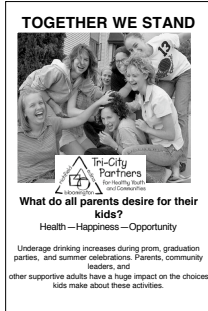
Talk to your kids about rules, responsibilities, and consequences associated with drinking.



For more information call, Bloomington Public Health 952-563-8900 or online at www.tricitypartners.org

- Raise awareness of spring break activities
- Sent January 2005

Together We Stand Ad and Bookmark



- Placed in newsletters: 2-page ad in Edina's ABOUT TOWN & BLOOMINGTON BRIEFING April 2005
- Bookmark sent to parents of 11th & 12th grade parents

Health Information Cards

Six areas of risk behaviors are tracked based on Minnesota Student Survey results:

- Alcohol
- Tobacco
- Teen pregnancy prevention
- Healthy youth development
- Physical activity and nutrition
- Marijuana



Let's Talk Cans



- 100 questions in English and Spanish
- Encourages conversation between family members
- Questions also available on-line

Advocacy Newsletter

- 1200 newsletters
- Printed quarterly: January, April, July, and October
- Focus on youth issues
- Available online



Tri-City Partners' Website

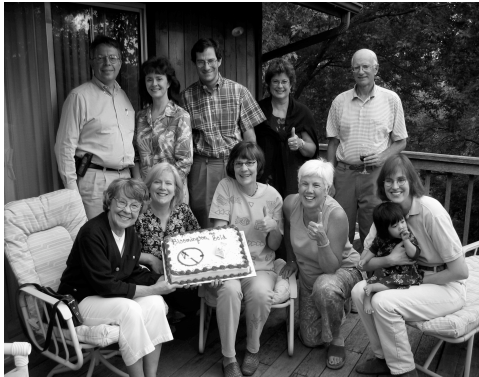
- Focus on youth health issues
- tricitypartners.org



Issues On The Horizon



- Mental health
- Increasing diversity of our communities
- Complementary and alternative therapies



Upcoming DHPE Satellite Conference

**Supersizing of America:
The New Challenge of Obesity
Thursday, August 11, 2005
1:00-2:30 Central Time**